

# Hillcrest Care Center and the Towers

## Renotta Health Care Systems



[Photos: Courtesy of USDA/Rural Development]

Wray, Colorado



[Photos: Courtesy of USDA/Rural Development]



As the American rural population ages, more specialized care for senior citizens is needed across the rural landscape.

# Project Narrative



**Hillcrest Care Center and the Towers**, a specialized, multi-functional facility for senior care housing, was permanently financed under the authorities of the United States Department of Agriculture, Rural Development's Community Facilities Program. Its construction was funded through a partnership of Rural Development and several other governmental agencies and nonprofit groups with a special interest in providing long-term quality housing care for the elderly residents in northeastern Colorado.

[Photo: Courtesy of USDA/Rural Development]

It is a complete replacement complex for aged assisted living and nursing home facilities operated in Wray, an agricultural support community located in northeastern Colorado near the Kansas border. Its construction efforts were completed in 2001. Wray is nestled in a valley along the north fork of the Arikaree River, below bluffs. The project site is above the central town area, in a newly developing region to the south.



[Photos: Courtesy of USDA/Rural Development]



[Photo: Courtesy of USDA/Rural Development]

It is a single story facility consisting of three revenue generating components:

- Assisted living housing (20 apartments)
- Skilled nursing care (55 beds)
- Special care (Alzheimer's syndrome)

It incorporates a "Main Street" concept specially developed for the treatment of Alzheimer's syndrome.

The following space allocation was provided:

Assisted living units:	13,776 s.f.
Skilled nursing care:	30,551 s.f.
Administration:	960 s.f.
Support:	<u>8,050 s.f.</u>
Total building area:	53,337 s.f.

# Regional Marketing Strategy



A separate marketing strategy was employed for the assisted living center and the skilled nursing center and Alzheimer's center components of the project.

The assisted living center was originally marketed within a **50-mile** radius.

The skilled nursing care and Alzheimer's center were originally marketed within a **100-mile** radius

[Photo: Courtesy of USDA/Rural Development]

# Development Team

The primary development team for Hillcrest Care Center and the Towers consisted of a Wray, Colorado based care provider, a Minneapolis, Minnesota based architectural firm, and a Greeley, Colorado based general contractor.



[Photo: Courtesy of USDA/Rural Development]

Renotta Health Care Systems  
Wray, Colorado

Horty Elving & Associates, Inc.  
Minneapolis, Minnesota

Thissen Construction Corporation  
Greeley, Colorado

# Partners

The financial development team for Hillcrest Care Center and the Towers consisted of a consortium of governmental entities, nonprofit organizations, and private lenders.

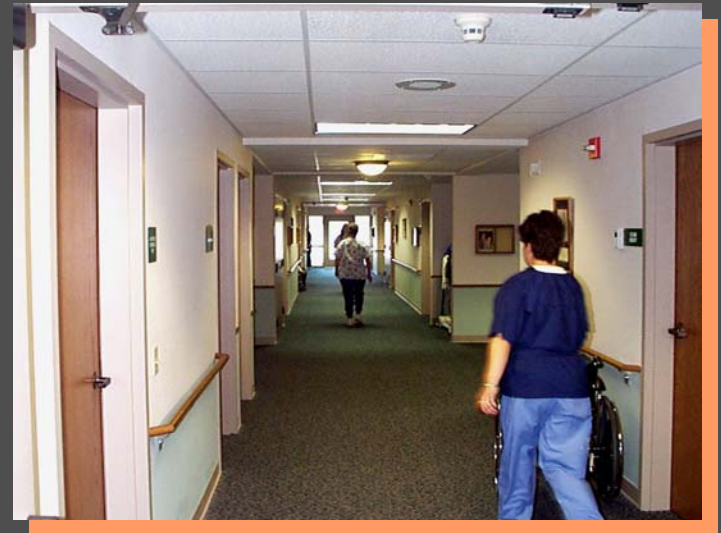
USDA/Rural Development

Colorado Division of Housing

Colorado Housing and Finance Authority

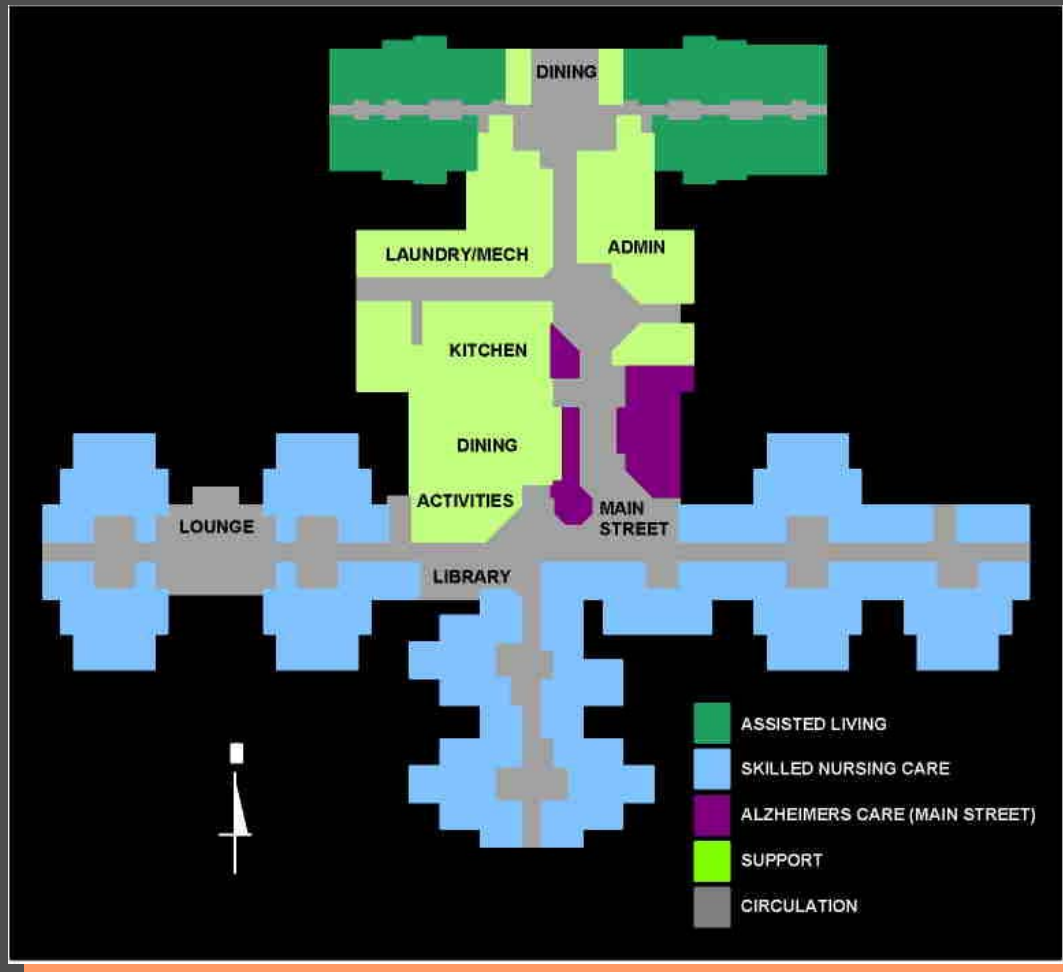
City of Wray

Yuma County



[Photo: Courtesy of USDA/Rural Development]

# Building Floor Plan



Assisted living

Skilled Nursing Care

Alzheimer's Care

"Main Street"

Support Services:

Administration

Dining

Nursing

Laundry

Recreation

[Photo: Courtesy of USDA/Rural Development]

# Photo Gallery: Construction Phase



[Photos: Courtesy of USDA/Rural Development]



[Photos: Courtesy of USDA/Rural  
Development]

# Photo Gallery: Occupancy Phase



[Photos: Courtesy of USDA/Rural Development]



[Photos: Courtesy of USDA/Rural Development]

Alzheimer's  
"Main Street"



[Photo: Courtesy of USDA/Rural Development]



[Photo: Courtesy of USDA/Rural Development]





[Photo: Courtesy of USDA/Rural Development]

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